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Continued and increasing business proves appreciation of the service we are rendering the retailers in our territory.

We are now handling all standard goods at margins that are a surprise to other dealers. Our stock is fresh and up-to-the minute. Prompt shipment, accurate consignments and fair treatment, our motto.

The Atlantic Grocery Co.

Palatka, Florida

YANKEE MARINE HEIR OF SULTAN

Harem He Has Never Seen Is
Part of Estate.

IS ADOPTED BY MORO RULER

Sergt. Robert McLean, While Serving in the Philippines, Becomes Friendly With Natives, Learns Language and Makes Hit With Sultan—Ruler Dies Without Male Heirs and Sergeant Inherits Fortune.

Sometimes it's an advantage to fall heir to property, and then again it makes a difference just what the property is. How would you like to wake up some morning and find that overnight you had fallen heir to 40 wives?

Well, that is the situation confronting Sergt. Robert McLean of the marine corps recruiting station, 24 East Twenty-third street, New York.

You see, it all happened this way. The sergeant, who is a "devil dog" several years' service, spent two of those years in the southern Philippines among the savage Moros who inhabit that region.

While there he mastered the native language, and became so friendly with the native "sultans" that on his departure he was officially adopted by the sultan of Liang-Liang, a small island off the Borneo coast.

The "sea soldier" returned to this country, and his memories of Liang-Liang became hazy until the other day, when he was notified that the old sultan had died without a legitimate heir, and he, the sergeant, had inherited the title, with its accompanying perquisites, which include a healthy harem.

But Sergeant McLean is a good sport, and he is going right there to see just what his property is, wives and all.

"I have been released from the marine corps to make the trip," he told

and now you will have to pay his normal expenses," I pessimistically suggested; "you know sons have to do that many times, and probably adopted sons, too."

"In that case I will sell off the harem," laughed the sergeant. "I haven't been there in six years, and of course I haven't the slightest idea of the amount of property I am left."

"To begin with, the term sultan may be overestimated in importance; down there it is about the same rank as a mayor here."

"But coming back to my adopted father: He lived upon an island, which he owned, three miles in circumference and really, you know, he may have quite a good deal, for all I know."

"His house was two stories high, and made of nipa fiber. It was set upon stilts eight feet high and had 20 rooms. The cows and pigs and chickens were kept in the space underneath the stilts. There were no windows of glass, but instead they are made of this same nipa fiber, slide up and down, and are always kept closed during the rainy seasons."

"And speaking of the harem, they were off in quarters by themselves, and during my stay in my adopted father's house I never set eyes upon them; so, whether they are as old as my grandmother or mere flappers, I know not. Some of the native women are quite pretty."

"But how did the sultan come to take such a fancy to you, and did he legally adopt you, and just what ceremony did you have to go through?" I asked.

Old Man With No Sons.

"Well, the sultan was quite an educated man, and spoke English quite fluently. I used to visit him at his home and have long chats with him. He was eighty years old then; you see, he must have been about eighty-six when he died. I told him all about America and our ways, and he would sit and listen for hours."

"I guess he was sort of in his dotage, for he grew so fond of me that he said he wanted to make me his legal son, since he had no legitimate male heir. I don't really know whether he had any daughters or not, because with all his harem, I never saw a woman about the place."

"I thought he was joking about making me his heir, but one day I received a summons to come to him at once, and bring two of my friends along."

"I took Frank Kornecum, who was killed in France, and Sergeant Walter of the marine corps, along with me. When we reached the sultan's home we were ushered into the public hall, which was really only a good-sized tent pitched high on stilts. There I found the sultan looking very stately and important."

Ceremony of Adoption.

"My friends and I were taken into an adjoining room and dressed in long, flowing robes, and then we were brought before the sultan, who first bared his own chest and made a little slash in it with a Moro kris. Then he made me open my robe and bare my chest, and he cut the same sized slash. Taking a drop of blood from his chest he mixed it with a drop of my blood, and from then on I was his adopted son. I left that next week, and I have never seen him since."

"And have you ever written to him or had any word by a friend?" I asked.

"Not a line," was the sergeant's quick reply. "To tell you the truth, I had almost forgotten the incident, but now you can just bet your boots I'm going to see this thing through, and if he has left things in a bad mixup and is head over heels in debt, I'll see him through, some way or other."

"And if he has left you a fortune?" "I'll get it together as quick as I can and beat it back to little old New York."

"And what about the harem?" But Sergeant McLean only arched his eyebrows.

Unearth Ancient Tablets.

Workmen engaged in roadmaking near the Indian village of Kispiox, B. C., nine miles from Hazelton, have unearthed a sandstone tablet. It is curiously engraved and is of considerable interest to scientists. The Indians are unable to trace in the figures any resemblance to any of their totem signs.



Sergt. Robert McLean in Costume of Moro Sultan.

me at the recruiting station, writes Fay Stevenson, "and I am going to see the thing through. Perhaps the old sultan doesn't own a bit of property, saving the harem, but I am going to investigate."

May Meet Undertaker's Bill.

"Perhaps you will get down there

Announcing Palatka Daily News

On October 11th, The Palatka News began the publication of THE PALATKA DAILY NEWS, an afternoon newspaper for general circulation.

This edition will carry a full telegraphic service, giving the world's news on the day it happens.

It will carry an illustrated service for properly picturizing news events of the day, as well as a cartoon service and discussion of current topics by some of the most imminent thinkers of the day.

It will also carry a complete resume of local and state news, especial attention being paid to local news. It will also include in its news service a complete daily compendium of social events and the movements of people.

Why We Chose The Afternoon Field

The publishers chose to enter the afternoon field, in preference to the morning field for reasons that are so obvious that there was no occasion for hesitancy. If experience had proven that the morning fields is the most desirable in cities the size of Palatka present conditions here would not have decided the publishers not to enter that field. But the afternoon field is the field for the advertiser and the reader—locally.

In the United States there are two afternoon papers for every morning paper. In Florida there are nineteen afternoon papers and eleven morning papers. In no city is there a morning paper where there isn't an afternoon paper—except Palatka.

These figures prove that the demand of advertisers is that their store news shall be circulated on the day it is printed and on the day that current news happenings are chronicled. In large centers of population the morning papers depend, to a large extent, on its general circulation outside the local field.

Seventy-five per cent. of the advertising for local readers in New York and Chicago is carried by the afternoon papers.

The afternoon paper goes into the home before supper, just when the housewife is finishing her day's work and when the husband has come home from his labors. From it is mapped out tomorrow's purchases, as there is no time in the morning for wife or husband to look over the morning paper until after the first rush of activity incident to the starting of the day.

This is the age of speed and people want the news the day it happens. That's why the publishers chose to enter the afternoon field.

A Paper For All Of The People

THE DAILY NEWS will be published in the interest of all of the people of Palatka and Putnam County first. Our editorial aims and purposes will be found on the editorial page. The paper will be all home print and will issue every day in the week except Sunday. It will be delivered in the city by carrier and in the county and elsewhere by mail at the following rates:

Per week	-	15c
Per month	-	50c
Three months	-	\$1.50
Six months	-	2.75
One year	-	5.00

If you wish to be a subscriber to THE PALATKA DAILY NEWS fill out the attached coupon and send or mail to

The Palatka News
Palatka,
Florida

(COUPON)

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Palatka, Fla.

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Enclosed please find \$..... for which please send me THE PALATKA DAILY NEWS to the below address for months.

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